



Coming Soon: National Entrepreneurship Education Content Standards

Entrepreneurs in focus-groups all over the US have told us "What they do and what they need to know to do it."

Now the Standards are in draft form for your input.

Let us know what you think about the

- ENTREPRENEURIAL SKILLS
- READY SKILLS and
- BUSINESS FUNCTIONS

<http://www.entre-ed.org/_entre/stand.htm>

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PROMOTE...PROMOTE...PROMOTE

We don't think anyone would say that being a teacher is an easy job. And, according to a speech given by Senator Paul Sarbanes (D MD) on the floor of our US Senate in May 2003, today's teachers face even more challenges than their predecessors. "Today, our teachers face the task of educating children with limited English skills, meeting the requirements of the recently enacted No Child Left Behind Act and the Individuals with Disabilities Education Act, staying abreast of new technology, and doing so in aging schools that are in need of extensive repairs and updating. With so many schoolchildren living in families with both parents working or in single parent homes, our schools and teachers are being asked to assume much of the responsibility for after school care as well."

Senator Sarbanes went on to say that our nation's teachers shoulder major responsibilities that often are overlooked. Just as small businesses and entrepreneurs struggle to stay in business in the current economy, teachers are faced with the realities of being overworked, underpaid and often overlooked. The question is, would you change that if you could?

GET YOUR SUCCESS STORIES OUT... I believe many of you have valuable knowledge involving incredible success stories in education that need to be told. Learning how to seek free publicity can often be the "make or break" aspect of business success and it's critical in getting you the positive recognition you deserve. (Continued on page 2)

THE RHODE ISLAND BLUEPRINT FOR YOUTH ENTREPRENEURSHIP

Polls taken over the past few years suggest that as many as 70% of high school students say that they hope to own their own business someday. The big question is *Why?!?*

We suspect that only a small percentage of these same students will ever make the leap from hoping and dreaming to creating and operating their own businesses. Rather, they associate personal and professional fulfillment with the *idea* of owning a business. They want what they think owning and having their own business could provide. The unspoken news is that all of these students **could be taught to be entrepreneurial** in whatever endeavor they choose to pursue; from burger flipper and YMCA lifeguard to corporate lawyer and computer programmer.



Michelle Kulikowski, State Director of the RI Youth Entrepreneurship Program, and Gov. Don Carcieri at the National Kick-Off of the Gilbert Stuart 2005 fundraising campaign in the Rhode Island State House that will benefit both the school program and the Gilbert Stuart Museum in Saunterstown, RI.

The Rhode Island Youth Entrepreneurship Program is a result of evaluating the state of the high school student mind. Nearly two years were invested (Continued on page 3)



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- identifying young
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educators

For more information
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PROMOTE, PROMOTE, PROMOTE (continued from page 1)

Just like an entrepreneur who is working to promote himself, his company or his product, a teacher can advertise (for considerable cost), or get free publicity. But where is this free publicity available and what will make a media outlet choose you? You have to ask, "Do I have the hook, skills and tools necessary to have TV, radio, newspapers or magazines interested in me and my story?" These six steps will help you get ready for media.

1. Evaluate What You Have to Offer . . . First of all, these media outlets actually need good stories and information, so they are looking for you! Just give them something they will be excited about. You can get publicity if you've developed a new way of dealing with discipline problems, become an expert at keeping children in school and involved, developed an extraordinary approach to teaching an ordinary topic or organized your class to do a service project designed to give back to the community.

2. Determine Your Marketing Angle . . . A marketing angle is your strongest information tailored for a specific audience. Analyze your expertise, event or news tie-in and decide what can be promoted. This may change depending on the media type. For television, use something visual. For radio, newspapers and magazines, your words need to paint great pictures.

3. Write a Pitch Letter . . . Hook them in the first paragraph, or in the trash you'll go. Whether you mail, fax or email your information, it must have a captivating opener. Use bullet points to showcase your best stuff. The shorter the better and no more than one page, ever.

4. Prepare a Media Release . . . Conform to the industry standard for media releases. Use company letterhead and include the phrase "For Immediate Release," as well as the name of your contact person and phone number. Catch interest in the body and say who, what, why, when and where. This information should read like a news story, not advertising copy, and should not exceed two pages.

5. Qualify Media . . . Use phone books or media guide books to gather information to make your efforts more successful. Bacon's is the best known, but states usually publish their own directories. Directories can be expensive, so try the SBA's Small Business Development Center, which is a great resource. To be most effective, know whom you want to reach in terms of geographic area, age group, gender, business association or income bracket. Then match that target group with the audience of the TV or radio show, newspaper or magazine.

6. Mail, Fax or Email and Follow Up . . . After you've sent the information, make sure you follow up. Be ready with a one- or two- line pitch to remind the producer or reporter of what you have to offer. The publicity you create will start the spark to ignite a great promotion. Highlighting the success stories in education will spread your gifts and build your image as a teacher. You can capture much-needed and well-deserved attention when publicity spreads the word about you!



Dian Thomas is a media veteran with over 25 years of experience and 5,000 media appearances. She is also the author of 12 books including a New York Times bestseller. Dian's systems called *How to Get a Million Dollars' Worth of FREE Publicity!* will help you become media savvy and teach you how to deal more effectively with television, radio, newspaper and magazine exposure. Through Dian's experience, you will learn how to discover key contacts and create a successful interview. To find out more, visit <http://www.milliondollarpr.com/> or call 1-800-846-6355.

SPECIAL NOTE: Check out the PRESS ROOM on our web page...www.entre-ed.org.

As a member of the Consortium's National Entrepreneur Advisory Council, Dian Thomas has encouraged the Consortium to provide assistance in promoting local entrepreneurship programs to seek publicity for the great entrepreneurship activities you are providing for your students. The new Press Room will feature messages you can use as well as provide sample press releases from all over, promoting the field of entrepreneurship education in the US. Let us hear from you.

THE RHODE ISLAND BLUEPRINT FOR YOUTH ENTREPRENEURSHIP (Continued from page 1)

in piloting a business program at three high schools: a very diverse inner city school, a career and tech school, and a school for at-risk youth. The pilot was ultimately scrapped—it **just didn't work!**

What began as a somewhat standard approach to teaching how to write a business plan and related business skills (research, marketing, and financial statements) has evolved into a program that challenges students to think, observe, dream big dreams, ideate, and see the world as an entrepreneur while also teaching them the business skills they need for *any* endeavor they undertake.

After totally re-writing the original program, the Youth Entrepreneurship Program was launched in September 2003. This program has been offered to all 70 public and private high schools in Rhode Island—nine high schools with 200 students started in 2003-04; 30 planned for 2004-05—with the goal of having an entrepreneurship program in each one within the next three years.

Some of the keys to the Rhode Island model are unique. This training program is embedded in an existing class at each of the participating schools and is taught during the school day. Classes are held 1-2 hours per week in each of the high schools. The classroom teacher is present and helps to assure students of the importance of the exercises and provides continuity for the weekly assignments.

Due to the flexibility of the syllabus, the program is currently part of classes as diverse as cost accounting, computer programming, a finance academy, pre-college business, marketing, and social studies. The Youth Entrepreneurship Program provides all the materials, exercises, and instructors for the program. The school provides a classroom and students. There is no cost to the schools.

The program is economically efficient and funded through the Rhode Island MicroEnterprise Association, a private non-profit. We are planning a statewide *Youth Entrepreneurship Week* (May 17-24, 2004) that will feature high school entrepreneurs on radio, TV and the print press; a *Rhode Island Youth Entrepreneurship Day* (Monday, May 24, 2004) gathering students and teachers from all the participating high schools, with a proclamation from the Governor, four skills workshops, a showcase fair, and an awards luncheon.

The goal of the Rhode Island Youth Entrepreneurship program is to equip each student with a set of portable entrepreneurial skills that includes thinking, observation, writing, planning, marketing, and financial literacy.

Portraitist Gilbert Stuart Joins Youth Entrepreneurs To *Send George Home to Rhode Island!* Raising a Million Dollars to Celebrate the Past & Secure the Future

Rhode Island's heritage is entrepreneurship. From Samuel Slater's first water-powered textile mills in Pawtucket, RI and the world's first conglomerate (Textron) to the world's largest lottery company (GTECH), Rhode Island's entrepreneurs have led the world in many fields. Painter Gilbert Stuart (he did the portrait of George Washington that graces the US \$1 dollar bill) was also an entrepreneur from a family of entrepreneurs. His father built the first water-powered snuff mill in the American colonies in the early 1700's. Gilbert himself painted more than 1,000 portraits during his lifetime (1755-1828) and made his living from his talent in both art and commerce.

It seemed a natural fit to combine the entrepreneurial Gilbert Stuart of the past with the future of entrepreneurship through our young people in Rhode Island. Thus was born the **Gilbert Stuart 2005** campaign to raise one million dollars during the next two years to benefit the Gilbert Stuart Museum (a National Historic Site) in Saunderstown, RI, and the Youth Entrepreneurship Program. The campaign was launched on December 3, 2003 (Gilbert Stuart's 248th birthday) in the formal State Room of the Rhode Island State House with Governor Donald Carcieri standing before a full-length Gilbert Stuart portrait of George Washington—one of only two; the other hangs in the National Gallery—and many others who came to celebrate the occasion and sing happy birthday to the nation's most famous portrait artist. The proceeds will be shared equally by the campaign partners.

The **Gilbert Stuart 2005** campaign includes the dedication of a **Gilbert Stuart Century Time Capsule** that will contain the name of every contributor to the campaign and include some typical Rhode Island artifacts of this century. It will be sealed and dedicated on December 3, 2005 and opened on the 300th anniversary of Stuart's birth—December 3, 2055.

For more information check out their web site:
<gilbertstuart2005.com>

BONUS ACTIVITY

EntrepreNews & Views

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Thanks to Ken Proudfoot, President of the Enterprise Institute of Rhode Island and Development Director for the Rhode Island MicroEnterprise Association in Providence RI, for providing information on their program for youth and the following activities in use in the program. Need more info? Contact Ken Proudfoot: <kennethproudfoot@hotmail.com>, or check out their Entrepreneurship Center web sites at <www.youthentrepreneurs.com>, <www.rimicroenterprise.org>

ASSETS, DREAMS & GOALS

A goal is a dream with a deadline.

GOAL:

To have students think like an entrepreneur does as he/she begins the process of quickly assessing where they are at, what they have to work with, where they are going, where they want to be, and perhaps (though not so often), when they want to get there. (Note: Creating a Dream List and Making Plans to Achieve Goals can be done as two separate exercises)

TIME NEEDED:

15-25 minutes

MATERIALS:

Each student is given a sheet divided into three columns. Teacher writes the three columns on the board (can also use overhead projector or other visual aid tool). These columns are in particular order and you may set them up any way that works for you. (see example below)

ASSETS
What You Have

DREAMS
What You Want

GOALS
Plans for Achieving
Your Dreams

ACTIVITY:

Opening statement: An entrepreneur has a balance sheet that she/he carries around inside their brain, in their subconscious. For them, the ability to see what they have and what they don't have is almost intuitive. They are constantly evaluating opportunities, risks, possibilities and projected outcomes; quickly—in the flash of a firefly. They have an uncanny way of being able to create something from almost nothing. They can't explain how they do it; they just do it.

They do know one thing and that is that they have lots of assets. You also have lots of assets. And I'm not talking about money or equipment or your vehicle. I'm talking about assets that are even more important than money, cars and equipment.

What other assets do you have? Let's write them here on the board and you write down the ones that correspond to you on your sheet. If we begin with our assets we can then note the correlation to achieving our dreams and reaching our goals.

Note: Students will come up with many thoughts about their assets: Friends, family, love, experiences, ideas, health, faith, talents, belief, good attitude, skills, knowledge, etc. You will be amazed. Some of these sessions fill an entire board with 50 or more inputs.

****This bonus activity is designed to be clipped from the newsletter and used in the classroom. You may wish to start a file of Bonus Activities. You may also want to copy and share the Bonus Activity with other instructors.****

TOWER OF BABEL CHALLENGE

Two students at West Warwick High School work on the Tower of Babel Challenge using only the provided materials and one hand from each partner.



Two students at the Warwick Area Career & Technical Center show off their winning entry in the Tower of Babel Challenge. Notice the use of pieces of the card provided with the materials.



GOAL:

Construct the tallest (highest) free-standing tower using only the materials provided by the teacher.

TIME NEEDED:

25-40 minutes

TEAMS NEEDED:

Divide the class into 2-person student teams

MATERIALS:

Each team is given the following materials:

- ☐ Ziplock bag with 25 colored toothpicks & one-half of a colored 3x5 card
- ☐ Ziplock bag with 25 gum drops & one-half of a colored 3x5 card

Teacher will need a tape measure

RULES:

- Structure must stand up.
- Each student may only use *one hand* to build the structure. Their other hand must be placed behind their back.
- Teacher is sole arbiter for measuring and determining the height of tallest structure.

SKILLS EXPLORED:

Planning, Creativity, Communication, Teamwork, Coordination, Engineering, Design, Re-Thinking, Testing, Re-Design, Observe Best Practices

OUTCOMES:

- Learn how to work with a partner for a common goal
- Learn how to use limited amount and type of materials in a creative way
- Learn how communication and sharing provides better results
- Learn how to quickly design & re-design a project
- Learn to adapt to changing competitive conditions (i.e., another team building a higher tower)

Notes:

- We have run this activity in each of 8 schools. We'll announce winners at **Youth Entrepreneurship Day on May 24, 2004**. It is always amazing to see the creative ways students have of trying to outdo another team.
- Record height: 27.5 inches!
- In one large class we divided class into teams of three students. The best (and funniest) results are from two-person teams. *More teams, more fun!*



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FREE RESOURCES

for TEACHERS in the Entrepreneurship Classroom

<www.entre-ed.org>



PROFESSIONAL DEVELOPMENT & Resources

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PUBLICATIONS OF NOTE

This fall the Global Student EntrepreneurSM Awards released its first book, *Student Entrepreneurs: 14 Undergraduate All-Stars Tell Their Stories*. This is a book about winners!!! The Global Student EntrepreneurSM Awards uncover and honor undergraduates who are successful at balancing papers and payrolls, classes and checkbooks, tests and taxes. The main characters are a diverse lot of students from multiple backgrounds and cultures. Their stories recount their business adventures in settings on campuses across North America.

Student Entrepreneurs is available in all national bookstores and is sold from the Global Student EntrepreneurSM Awards website at www.gsea.org. An instruction manual, designed to help teachers instruct and encourage entrepreneurship in their classrooms by using these successful young authors as role models, can also be downloaded for free on the website.

The Global Student EntrepreneurSM Awards is a two-tiered program that began in 1998 at Saint Louis University. It consists of regional contests covering North America, Australia, New Zealand, China, Spain and Sweden feeding into the Global Student EntrepreneurSM Awards, which are presented at the CEO (Collegiate Entrepreneur Organization) Conference each fall. The regional winners compete for a top prize of \$10,000. Additional prizes are given for Social Impact and Innovation.

A second book in the *Student Entrepreneur* series, written by the 2003 winners, will focus on ethics in business and is scheduled to be released fall of 2004. For more information about the awards, go to www.gsea.org.

MEETINGS TO COME

* **Seventh Annual National Young Entrepreneur Conference** and Business Competition March 24-26, 2004 in Milwaukee, Wisconsin. More than \$10,000 in cash, gifts, laptop computers, and university scholarships will be awarded to young people who compete with their businesses. In addition, \$25,000 in start-up cash funds will be awarded to young people who need funds to begin their businesses. For information call **The Institute for Entrepreneurship** 414-302-9922 or get details on the web page. <www.theEplace.org>

* **MarkED has announced plans for the 2004 Marketing Education Conclave**, "Meeting of the Marketing and Entrepreneurship Leaders," June 25-27 2004 in Philadelphia. For information check the web page at <www.mark-ed.com>

* **"The 22nd Annual Entrepreneurship Education FORUM"** November 13 - 16, 2004. Join us in San Antonio, TX, to share entrepreneurship program development at all levels of education and enjoy a TEXAS-SIZED EXPERIENCE! For additional information about the FORUM or to register contact us at cashmore@entre-ed.org or <www.entre-ed.org>